Step 0: Global Guidelines.

Design Inspiration → Apple (clean minimalism), Stripe (pricing/cards), Revolut (trust-building animations).

UI Tech → TailwindCSS + framer-motion + lucide-react + shadcn/ui.

Animations → Subtle, consistent: fade-in, stagger, flying business objects on landing.

General Information:

- Header (from left to right but should fill width of body): Logo (note: Shhould be clickable and let user return to homepage) - About us - Pricing - Change language dropdown with flag (DE/EN/ES/FR).

- Build Containers like apple, stripe or revolut) - Corporate Design. Include animations, hovering, moving if suitable.

- Footer (from left to right but should fill width of website): Contact - Terms & Conditions - Data Privacy - Legal Notice - ©2025 Plan2Fund. All rights reserved.

- Header & Footer should always. & Subpages of Header footer always be clickable.

- Navigation within the website: User must alway be able to go back and forth.

- Breadcrumb Navigation starting from 3a) and goes all the way to 10), if starting from 3b) - 3a) should not be visible. Make sure always current and previous section are clickable withing this Navigation.

Step by Step (Pages):

1) Welcome Page:

   - Hero: Modern UI inspired by Apple/Revolut/Stripe (blue tones, clean buttons, animations).

   - 1. Block Animation: Background of Hero → animated floating objects (project plan, agenda, business targets, financials, graphs)

   - Clear CTAs: "Find Funding" or "Generate Business Plan" After products).

   - Works equally for impatient and expert personas.(IMPORTANT: User can be Organisation or Persona)

   - Content:

(Hero): 📍 Freedom starts with a clear plan — let's build yours. (Animation of business plan objects in the background)

2.Block (Under Hero) - Quote Style - Anymation "Typed in":

Whether you're shaping an idea, applying for funding or preparing a visa — we turn your thoughts, drafts or existing business into a submission & funding-ready Business Plan.

Built to meet standards of institutions, banks & public funding programs nationally & internationally.

3.Block (cards with pictures and title,animated on hover, on hover show e.g.):

Title: 📑 Use Cases

From solo founders to consultants, our plans are used for:

Cards:

📁 **Visa Applications** – e.g. RWR, Freelance Permit

🧬 **Grants & Public Funding** – e.g. AWS PreSeed, FFG - Basisprogramm, EU startup calls

📊 **Bank Loans or Leasing** – Structured + formatted to meet financial standards

👥 **Startup, Coaching or Projects** – Early-stage ideas, Self-employment (e.g. AMS, WKO) or Projects supported by consultants and coaches

4. Block: Plan Types (cards (titles), Stripe-style on hover shows Information).

Title: 📘 Custom Business Plan (15–35 pages)

Information: You defined your business model - vision, offer, market, target group, marketing, financials. We turn your input into a full, submission-ready plan aligned with institutional & funding requirements.

→ Ideal for: Visa, grant or loan/leasing Applications when your business model is clear.

Title: 🔍 Upgrade & Review

Information: Already have a business plan, some parts or a draft? We'll revise and upgrade it to pass — including formatting, rewriting, and expert edits for AWS, FFG, banks or visa programs.

→ Ideal for: Plans that need add-ons (e.g. financials), structure and formatting.

🧩 **Strategy & Modelling Plan (4–8 pages)***

You have a business idea but haven't fully defined the details — like your target group, pricing, and positioning. We help you shape your business model and strategy, so you can move confidently into development or planning.

→ Ideal for: Early-stage ideas, pivots, or consulting clients needing a clear business model.

Can be combined with a Business Plan or Upgrade & Review.

5. Block: 🧾 What's Included: (checklist with animated icons):

✔ **A structured, submission-ready business plan or document**

✔ **Delivered as Google Doc or Word (PDF optional, editable for reuse)**

✔ **Includes a 1-Page Executive Summary that resumes your plan**

✔ **A Trust Agreement (NDA) signed by us (optional)**

✔ **Includes 1 free revision if your plan needs some adjustments**

✔ **Async: No calls or meetings required. Nevertheless, you can reach me.**

(Subpage)

💶 Pricing

Each plan is priced based on submission type and complexity. Here's what to expect:

• Basic Submission Plan (AMS, WKO) → €500 – €850

For short, form-based applications.

• Custom Business Plan (Visa, Grant, Bank) → €1.300 – €2.500

Full plan built from your business model — includes model, logic, targets, and funding structure.

• Review or Upgrade → €800 – €1.300

You already have a draft? We fix structure, content, update formatting & make it fundable.

• Strategy & Modelling Plan → €1.000 – €2.000

For early-stage ideas or pivots — includes target group, pricing, and business model. Ideal if your idea isn't fully defined yet.

• Full Plan + Strategy Combo → €2.000 – €5.000

Complete Package for startups, EU calls or multi-phase funding.

(Subpage)

I'm a startup advisor based in Austria, with a background in business modelling, planning and funding. I've helped founders and teams secure grants, and bank loans — including FFG Basisprogramm, Wirtschaftagentur Wien.

2) Choose Path (integrated in Welcome page):

  - User selects between Recommendation Engine ("Find your funding source" (3a) or Generator / Editor (Upgrade & Review) / 🧩 Strategy & Modelling Plan Generator: (3b).

  - Both paths reusable; fallback stubs if data missing.

  - Information/ questons from 3a) can be transferred to 3b)

3a) Recommendation Engine:

Uses local curated corpus (AT/EU funding URLs, overlays).

  - Question wizard (Sector, Location, Stage). (will be updated)

  - One question at a time → "fly in/out" transitions. "Next" disabled until answered.

  - Progress bar: Q1 of 3.

  - Persona behaviours: Bulk upload, tooltips, expert shortcut, scaffolding prompts.

  - Outputs → Top 5 programs ranked with score + reason.

  - Results Layout → Cards (Stripe-style) with name, badges, reason, % match.

  - Exploration Mode → manually add missing program.

  - Modal popup → program details + CTA Continue to Plan Generator → /plan.

  - Animations → staggered fade-in cards, popup smooth scale.

📝 **Breadcrumb navigation (from Step 3a to 10)**

3b) Business Plan Generator / Editor (Upgrade & Review) / 🧩 Strategy & Modelling Plan Generator:

🔹 Step 3b: Business Plan Generator / Editor

- **Layout**

  - SideNav (chapters) + Main Editor.

  - Chapters: Executive Summary, Products & Services, Company & Management, Industry, Market & Competition, Marketing & Sales, Financial Planning & Forecasting, Attachements (Founder Info, CVs, Appendices).

  - Sticky top progress bar with completion percentage.

Additonal requierments:

📑 Breadcrumb navigation (from Step 3a) to 10) onward, hide 3b)

🔄 Autosave indicator (important reassurance for long text entry).

📂 Version history (save multiple drafts, restore previous

- **Editor Blocks**

  - Rich text editor for typing (with basic formatting).

  - Upload zones for DOCX, XLSX, CVs, financial models.

  - Table/Graph editor → auto-generates chart previews (market size, revenues, forecasts).

  - AI Recommendation bar → persona-aware suggestions (defaults for Frustrated, tooltips for Newbie, shortcuts for Expert, prompts for Idea-stage).

- **Program-Specific Overlay**

  - If a funding program is selected (e.g., AWS PreSeed), overlay adds:

    - Required documents checklist.

- Funding-specific guidelines (e.g. max pages, financial breakdowns).

- Pre-filled text templates and prompts.

- **Educational Layer**

  - Tooltips / Did-you-know panels (Newbie persona).

  - Inline "?" icons open right-side drawers with explanations.

  - Expert toggle removes hints, showing only raw fields.

- **Preview Mode**

  - Shows blurred or masked sections until purchase.

  - Completeness meter (green/orange/red).

  - Complexity score (affects price tier).

  - Auto-filled sections flagged.

- **Pricing Panel**

  - Stripe-style pricing card embedded under editor.

  - Dynamic updates based on:

    - Number of sections completed.

    - Uploaded vs. AI-autofilled content.

    - Timeline (Standard vs. Priority).

- **Fallback Logic**

  - If skipped → modal:

    - "We noticed you skipped Finance. Do you want us to prefill with expert defaults?"

- Options: Accept / Edit Later.

- Auto-filled sections are flagged in Preview for transparency.

4) Eligibility + Confidence:

- Runs automatically after Funding Results.

- Each result card shows **Eligibility Badge** (Eligible / Not Eligible) + **Confidence Badge** (High / Medium / Low). Visualization:

✅ Green "Eligible" badge

❌ Red "Not Eligible" badge

🔵 Confidence badge (High/Medium/Low) with tooltip explaining confidence logic

- **Strict Mode**: blocks navigation if no eligible programs are found. CTA → "Adjust Answers."

- **Debug Panel**: shows decision logic, score, unmet keys.

- Export includes eligibility decision summary

5) Preview + Pricing:

- **Preview as Pop-Up** → only shows important parts (blurred/hidden full doc until purchase).

- **Additional Document Requests** → prompts for CVs, Project Summary, special formats.

- **Completeness Meter** → traffic light (green/orange/red).

- **Complexity Score** → based on sections completed, financial depth, number of attachments.

- **Dynamic Pricing Block** → Stripe-style cards showing tiers:

  - Standard vs. Priority delivery toggle.

  - Price auto-adjusts based on complexity + completeness.

- **Timeline Option** → user chooses standard or express delivery.

- 📊 Visual meter bar (green/orange/red) that fills as sections completed.

- 💡 "Why we need this" tooltips when asking for CVs or project summaries.

- 💸 Live dynamic pricing update (price ticks up as complexity rises).

6) AI Plan Machine (future step):

- Trains on successful past business plans.

- Learns patterns to generate stronger drafts.

- Similar UX to "AI book creator" platforms.

- Deferred until Plan corpus + MVP are stable.

- Teaser page with waitlist signup.

-Input past successful plans (anonymized)" → trains model.

- Outputs pattern-based suggestions" → user still edits, not full automation.

- Prevents overpromising → "assists, not replaces."

7) Confirmation Page:

- Shown after Preview + Pricing, before Checkout.

- Displays **Shopping Cart summary** with selected plan.

- Option to attach additional documents (CV, Project Summary, etc.).

- "Freedom Takeaway" → user sees exactly what they'll receive.

- CTA → Proceed to Checkout.

8) Checkout:

- Stripe integration (Visa, Mastercard, AmEx, Klarna, PayPal, Apple Pay, Google Pay).

- **CHECKOUT_ENABLED=false by default** (safe stub until production).

- Shows **order summary + tier selection**.

- Requires email input (mandatory).

- Option → Download immediately or Send by Email.

- UX mirrors Stripe checkout (mobile-first).

- 📱 Mobile-first adjustments (single column, bigger tap targets).

- ✅ Trust seals (GDPR, SSL, Verified Provider) shown near pay button.

9) Export:

- Generates **DOCX/PDF** via toggle.

- Flags control which sections are included/excluded.

- Safe fallback logic ensures export never fails (graceful degradation).

- Export integrated with Confirmation email + After-Sales.

- 📝 Watermark/Mask if unpaid preview → ensures value protection.

- 📬 Auto-attach export to confirmation email

10) Thank you:

- **Confirmation Page** includes `Request Revision` stub form.

- Revisions supported → Supabase workflows or email triggers.

- Future: connect full customer service dashboard.

- Optional upsell → coaching, premium revision packages.

🌐 How it all connects (Flow)

User enters website → Landing → Chooses Recommendation Engine or Business Plan Generator.

Recommendation Engine:

Questions (wizard).

GPT + JSON = suggested programs.

If user just says "I need a bakery loan" → GPT fills gap.

Business Plan Generator:

Rich text editor (autosave Supabase).

GPT-powered suggestions in each section.

Skipped sections → flagged as auto-generated.

Export:

User finishes → Click Export → Create Google Doc + optional PDF.

Checkout (Stripe):

Test mode first.

Unlocks full export.

User logs back in later → Sees drafts, revisions